



اُنْبُوْا سِيَّتِيْ تَكُوْلُوْا كِيْ مَبَارَا  
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**FUNDAMENTALS OF ENTREPRENEURSHIP**

ENT300

**CASE STUDY INDIVIDUAL**

JULIE'S MANUFACTURING SDN. BHD.

(SU CHIN HOCK)

**PREPARED BY:**

NAME: MUHAMAD SYAMIR BIN SAIFULIZAN

MATRIX NUMBER: 2019292468

GROUP: 1DBA1184D

**PREPARED FOR:**

PUAN NUR HAZELN BINTI MAT RUSOK

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## Table of Contents

Executive Summary .....	3
Entrepreneur Profile .....	4
Entrepreneurial Competencies .....	7
References .....	13
Appendices .....	14

## EXECUTIVE SUMMARY

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillah all praises to ALLAH S.W.T because with His grace I can complete the task given in the time that has been set and be able to produce it with high quality. I would also like to express my highest appreciation to my lecturer, Nur Hazelen binti Mat Rusok who is willing to teach me so that I can produce this individual assignment.

This research was made by me focusing on Julie's Manufacturing Sdn. Bhd. The company was founded in the year 1981. It is one of the successful biscuit company in Malaysia. The company fell into category Small and Medium Enterprises (SME) with over 1000 employees. The founder, Su Chin Hock has overcome many difficulties and challenges to survive for this 35 years. Some of the challenges almost tainted the good name of Julie's Manufacturing Sdn. Bhd. but with sharp intuition and quick thinking of the founder, the company remain operating and still stand until now. This research will elaborate more on the company background, founder and current owner.

Next, data collection method that I use is by searching via internet. The data in this research are valid and correct. Unfortunately for me I cannot run an interview session with one of Julie's Manufacturing Sdn. Bhd. employees because of the global pandemic that arises has affected type of learning from face to face to Online Distance Learning (ODL). Thus, every unnecessary movement will be limited including travelling interstate without having a solid reasons.

Last but not least, in this research will explain more about Julie's Manufacturing Sdn. Bhd. core competencies. Core competencies are the instruments and skills that make up a company's competitive advantages. To strive against the competition, a company must identify, develop, and optimise its core competencies according to suitable management. The core competencies is important to keep the company operating. Core competencies also plays a major role in solving problem that arise in or within the company. The core competencies mention above is passion, integrity, conscience, accountability and more.

I hope the results of the research that I have done are clear and easy to understand. I also hope that this study will be able to answer the questions that arise on the Julie's Manufacturing Sdn. Bhd. This research are suitable for any types of society.

## ENTREPRENEUR PROFILE



### JULIE'S MANUFACTURING SDN. BHD.

Julie's Manufacturing Sdn. Bhd. is a biscuits company that was founded in Alor Gajah, Malacca. It was in the year 1981 that Julie's first operating and has been led by Su Chin Hock. The company has been standing for over 35 years in Malaysia. It is one of the leading companies in Small and Medium Enterprises (SME) as stated by SME Magazine. Regardless of upside and downside economy in Malaysia, the biscuit company still can operate and grow like it was not been affected. Nowadays, many companies especially SME in Malaysia look upon Julie's Manufacturing Sdn. Bhd. as business inspiration.

The company business type is manufacturer. The company is currently producing product-type food such as sandwich biscuits, wafer rolls, assorted biscuits, crackers, oat cookies and much more. Julie's Manufacturing Sdn. Bhd. is not only selling their product in Malaysia they also exporting the product to others south-east Asian country like Thailand, Philippine, Indonesia, Brunei, Myanmar and Vietnam.

Currently, the company has over 1000 employees and keep growing. Julie's Manufacturing Sdn. Bhd. is one of the biggest contributions to Malaysia's economy from the past 35 years. Their motto is "Baked with Love" means that they put a lot of love into baking biscuits for us. Love in the phrase means taking care of the taste, quality, and being mindful of customers' tastes and preferences. The company's full address is AG 6876, Jalan Industri 4, Kawasan Perindustrian Alor Gajah, Melaka, Malaysia.

## Julie's Manufacturing Sdn. Bhd. Vision and Mission

Vision	Mission
We're building a more open world, where people from all backgrounds share a bite and share a moment.	We conduct our business with conscience to benefit all.

Julie's Manufacturing Sdn. Bhd. currently embarks into International Market Priority or ASEAN. The main reason the company choose this market is because a policy in international markets in which governments do not restrict imports or exports. Others benefits that the company gain by choosing this market are similarities in cultures, celebration of festivities, neighbourhood, colour or taste bud preference such as vivid colours, preferred savoury and sweet tooth.

In the past 35 years they have operating, they received various type of award and certification including domestic and international. Some of them are 2015 Domestic Diva Award (Best Biscuits/Cookies), 2014 World Quality Commitment, 2013 Malaysia Business Award (Industries Excellent), 2013 Gulfood Highly Commended (Best New Bakery Products), 2013 Fine Food Australia (Best New Bakery Products) and much more.

Just like any other company, Julie's Manufacturing Sdn. Bhd. also needs to overcome a several challenges to be standing until this day. The challenges mention is problems in product info standard (labelling, language, sticker), communication issues (language barrier), differences business culture, type of infrastructure (transportation, weather), legal law and documentation, finding reliable partners and forex trading.

Although, they were being tested with all of that challenges, they still come and find a way to face and settle all of it one by one with efficient. They start doing continuous and consistent activities such as exhibition, expo and fair. Their strategies are to pull shareholder or stockholder to invest in their company more. Aside from that, they also encourage community to buying their product and becoming one of them by being employee and business partner.